Summary: Nelson hypothesizes

FOUR SCALES OF EVALUATION AND REWARD

Hypothesis: mammals have wired into their feelings and behavior four fumdamental systems of evaluation-- social and inner guidance structures-- that guide them, fairly well, toward prosperity and mating benefit (and thus toward nature's real goal of genetic benefit).

1 STATUS

HIGH STATUS

External Evaluation System of

THE SYSTEM THAT ALLOCATES BENEFITS AND CONTROL.

Function: **PROSPERITY BENEFIT**

EVENTS/TRANSACTIONS include:
- putdown
- pleading
- prostration, salute
- snub
- challenge
- fight

FEELINGS INCLUDE:
- RESPECT
- awe
- DISDAIN, CONTEMPT
- aspiration
- attraction
- envy, jealousy

LOW STATUS

2 BIOSTATUS

EXHILARATION
confidence
coordination
(high biostatus)

Internal Evaluation System of

THE SYSTEM OF ENCOURAGEMENT AND DISCOURAGEMENT.

Function: **PROSPERITY BENEFIT**

EVENTS INCLUDE:
- ups from world (money, kisses...)
- downs from world (failure, boredom, discouragement)
- HORRIBLE REALIZATION

FEELINGS INCLUDE:
- self-respect
- rush
- collapse

DEPRESSION
inability to function

3 SEXUAL STATUS

high sexual prestige

External Evaluation System of

THE SYSTEM THAT (roughly) TELLS YOU WHOM TO SEEK, AND FOR WHAT.

Function: **MATING BENEFIT**

EVENTS/TRANSACTIONS include:
- flirtation
- proposition
- sexual connection

FEELINGS include:
- attraction
- desire
- yearning
- lust
- "the light at the end of Daisy's dock"
- revulsion
- repugnance

low sexual prestige

4 SEXUAL BIOSTATUS

Horniness
high sexual performance

Internal Evaluation System of

THE SYSTEM THAT TURNS YOU ON (sexual encouragement and discouragement).

Function: **MATING BENEFIT**

EVENTS include:
- sexhilaration
- impotence

FEELINGS include:
- sexual turnon
- numbness

inability to function sexually

ADDITIONAL KEY MECHANISMS:

5 LOVE BONDING

Necessary for family and work, appears at the damndest times & places.

6 DOMINATION BONDING

Important for family and work, side effect is S&M.

7 CUTENESS ATTRACTION

(Attraction to the small and well-formed. Important to child rearing, various side effects,)

8 THE FUNDAMENTAL HUMAN DECISION-MAKING PROCESS:

Emotional conflict and mixed feelings, ended by an event which strongly decides you.

4scales d3
92.3.13

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